

# **PINEDENE**

Design Guide for the Southern Pines  
Complete Community  
Focus Area C



**Purpose**

Southern Pines is growing, and with that growth comes opportunity. The purpose of the Pinedene Design Guide is to guide that growth and facilitate the implementation of the vision outlined for Focus Area C: U.S.-1 South of Morganton in the 2040 Comprehensive Plan. The developmental history of the focus area dates back to 1927, when it was first incorporated into the Town of Southern Pines. Its original name, Pinedene, is how it will be referred to in the rest of this document.

**Process**

The Design Guide was prepared through a collaborative process between the Town of Southern Pines and Inspire Placemaking Collective. After several meetings with the town to establish a shared vision for the document, the design process began. The first step involved a thorough review of the existing Comprehensive Plan and the subsequent requirements for the Complete Community Character District. A set of criteria for future

development was then established reflecting the goals and objectives set forth by the Town and Comprehensive Plan.

**Usage**

This Pinedene Design Guide is a supplement to the 2040 comprehensive plan. When a development or redevelopment entitlement process requires consistency with the 2040 Comprehensive Plan, including for rezonings and architectural compliance permits, the Pinedene Design Guide provides clear direction for designers as well as current and prospective property owners looking to enhance their sites. While section one and two provide the context and overall vision for the focus area, section three details and illustrates applicable development standards. For renovation and reuse projects, property owners, developers and designers are encouraged to review pages 28-29. For new development guidelines, please consult pages 30-31.

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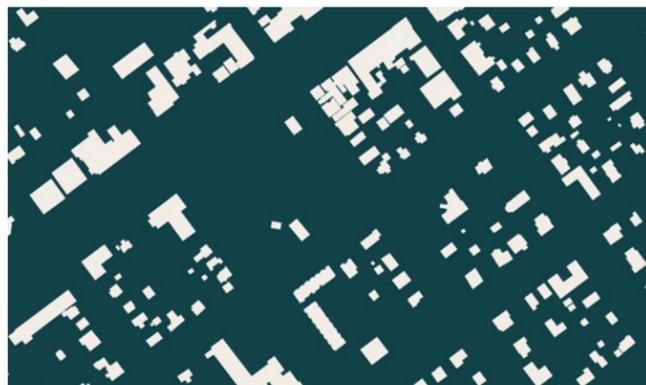
# Context

Southern Pines, North Carolina, is renowned for its small-town charm, rich history, scenic landscapes, and vibrant community. Nestled in Moore County, it serves as a cultural and recreational hub in the Sandhills region. Longstanding traditions of literature, recreation, conservation and service are still practiced and celebrated by the approximately 17,000 people that call Southern Pines home today.

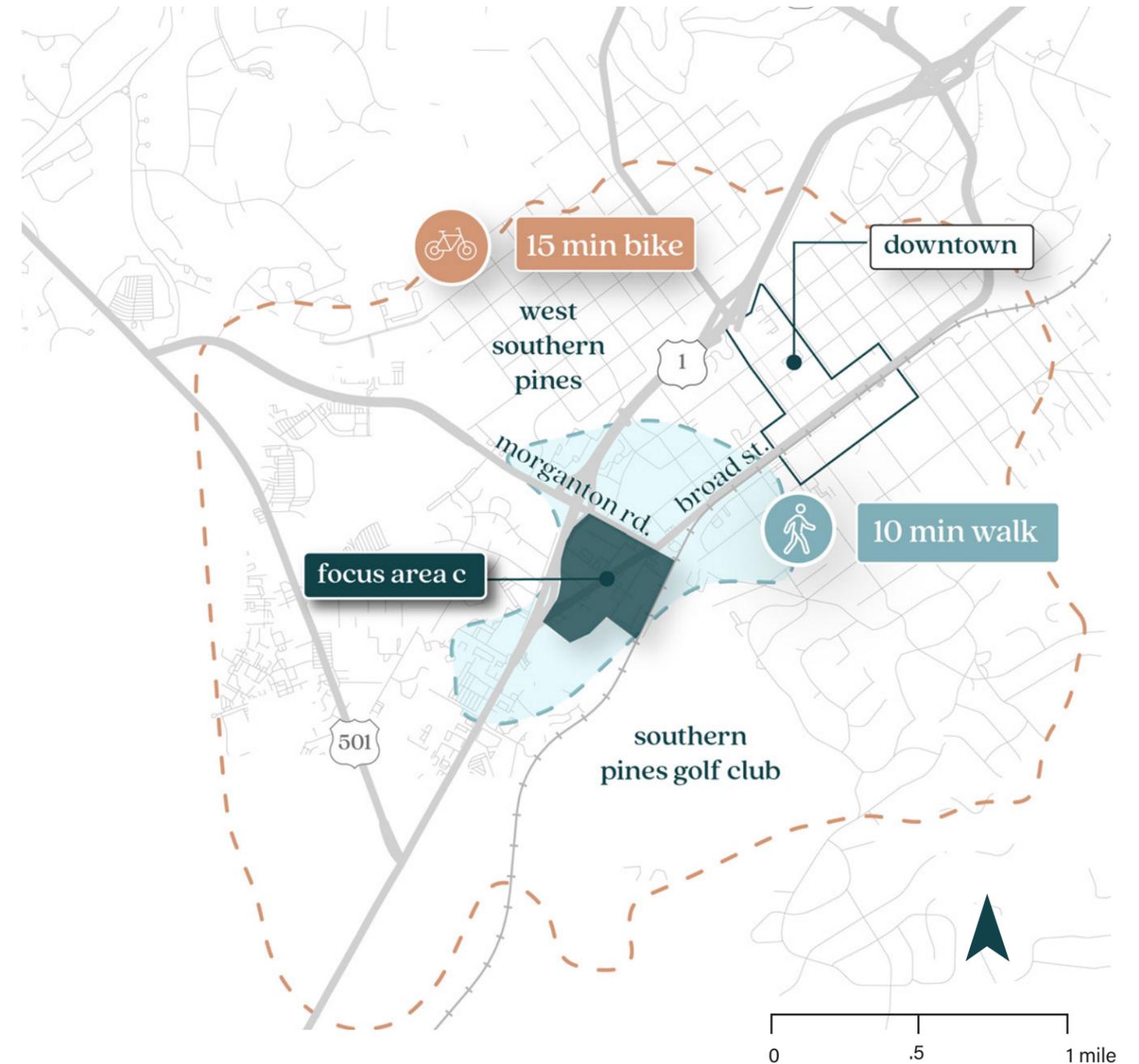
In stark contrast to the historic buildings and walkable streets of the downtown, the 74 acre Focus Area C (also referred to as Pinedene) is characterized by large parcels of single-use commercial buildings surrounded by parking and vacant land. The massing diagrams below clearly depict the difference in urban form between these two neighborhoods.

Proximity to downtown and extensive underutilized space, nevertheless, present a substantial opportunity for redevelopment. The Town recognizes this opportunity and the potential to create a connected, yet unique neighborhood through guided redevelopment efforts. On page 111 of the Southern Pines 2040 Comprehensive Plan it states, *“The size and scale of the redeveloped area could build enough interest to create a named district (destination) in the town that makes it a very desirable place to eat, shop, work, and live. Walkable streets, public art, and interesting parks or plazas throughout the area could encourage active living and community-gathering.”*

## Downtown



## Focus Area C



Focus Area C is clearly bounded by U.S. Highway 1 to the west, Morganton Road to the north, and the railroad to the east. The southern boundary aligns with the town limits and extra-territorial jurisdiction. Old U.S. Highway 1 (represented as Broad Street on the illustrative plan on page 9), is the site’s main thoroughfare and connects the area directly to the historic downtown. While infrastructure to improve the safety and comfort for pedestrians and cyclists is needed, only a 12-minute walk, or 5-minute bike ride, separates the districts.

# Complete Community Qualities

The adjacent image depicts Focus Area C as a lush, thriving, pedestrian friendly neighborhood. The vision reflects the Complete Community Character District qualities, generally described by the 2040 Comprehensive Plan to include:

- A mixed-use area that may serve broad economic, entertainment, employment, shopping, or civic needs of the community
- A discernible center or corridor in the activity centers including a main street, park, square, or plaza
- Anchor businesses for the activity center fronting on the center or corridor
- Secondary buildings fronting the center or corridor
- Wide frontal sidewalks
- Small-scale, compact businesses radiating from the activity center or corridor
- Public gathering places for the community in multiple locations
- One or more neighborhoods connected to the activity center including a mixture of home types and residential densities
- A connected network of streets, sidewalks, parks, and greenways.
- Civic spaces, including, but not limited to, schools, churches, fire stations, or community centers



Focus Area C  
Image Source: Southern Pines 2040 Comprehensive Plan, p. 110-111

## Focus Area C: U.S. -1 South of Morganton

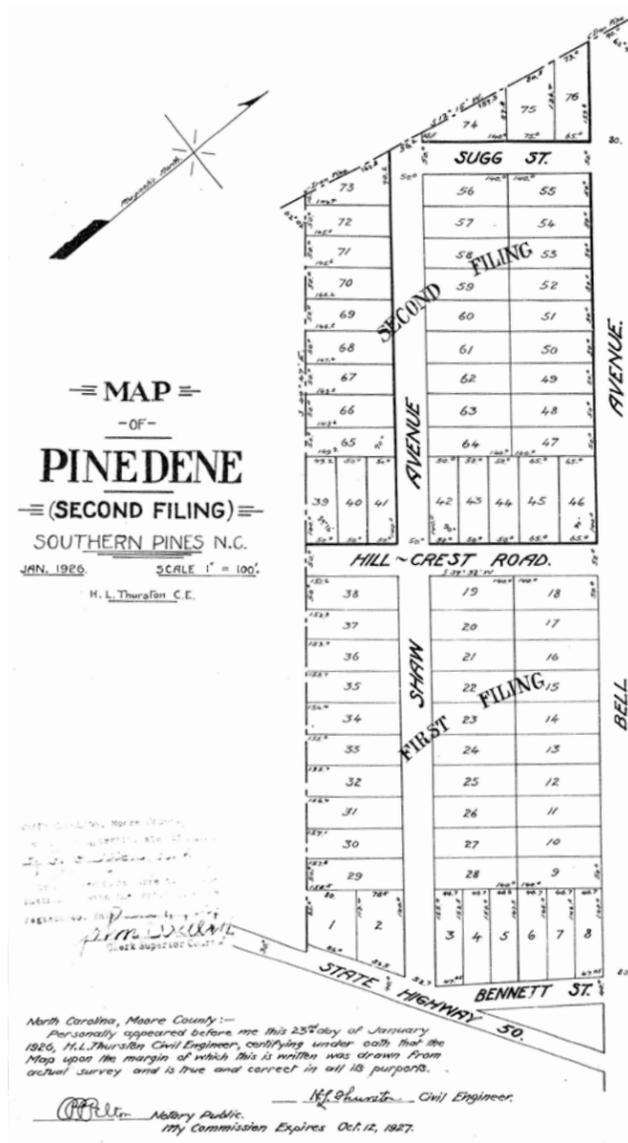
- 1 Invest in this area as a continuation of the energy and vibrancy of downtown Southern Pines while instilling a unique experience in the district that does not simply copy downtown further south. An eclectic mix of uses, building architecture, and investments in the public realm should reinforce the idea of delivering a different experience (brand) in the heart of Southern Pines
  - 2 Facilitate redevelopment in this area to maximize the utilization of land and accommodate a mix of desired and compatible uses
  - 3 Allow a land use mix and development intensities that can help developers yield a reasonable return on investment that funds high-quality design and placemaking features. A coordinated approach generally improves an area's economic vitality, perceived security, and sense-of-place or character
    - Establish different but equally effective design standards. A departure from some of the standards set forth for downtown could introduce more flexibility in design approaches, setting this area apart from downtown. In doing so, ensure high quality public spaces are created without jeopardizing the viability of existing and future real estate developments
  - 4 As redevelopment occurs, partner with private investors to enhance the public realm to create an inviting, vibrant atmosphere comprised of functional spaces that vary in size depending on intended uses. Those spaces may include:
    - Streets with wide sidewalks, trees, and furnishings that are aesthetically pleasing and allow restaurants and shops to comfortably (and safely) "spill" into the public space
    - Parks and greens at the foreground to commercial spaces that serve as extensions of interior spaces
- 5 Working with private landowners and developers, create gateways that accommodate public art and amenities. These signal the transition into the heart of town and support a variety of activities. Well-designed plazas and greens may be among the open spaces that connect the component parts while supporting formal and informal gatherings, programmed events, and enjoying the outdoors
- 6 Emphasize pedestrian connections with walkways and crosswalks that aid pedestrian circulation and reduce the need to navigate by automobile. This may also help promote a "park-once" mentality, as each visitor leaves their car in a single parking space and navigates from one destination to the next on foot instead of repositioning their car
- 7 Introduce housing in the form of townhomes and loft spaces at the edges, as a 24/7 population will help generate the activity needed to create a vibrant destination
- 8 Encourage the reuse of commercial properties for updated versions of existing uses, such as the hotel site (Days Inn and Econolodge), which could be reinvented with dual-brand hotels and supporting amenities. This would satisfy demand for such uses (or the spaces they require) while concentrating such uses in places where the community has grown accustomed to them. Reassurance that the community supports such changes could help the owners decide to make the investments
- 9 Encourage public art that helps reinforce that identity and helps create a memorable experience for visitors
- 10 Promote the preservation of existing canopy trees where practical. Flexibility in the application of local regulations may be warranted to ensure tree preservation is possible, where desired. An example of this is the standards dictating the size, location, and organization of parking areas, as meeting the standards could impact the health of trees or require the removal of some

- 11 Extend bicycle and pedestrian infrastructure on Broad Street from downtown to the new district presented as Focus Area C
- 12 New energy on this area of town may spur additional investment along the Morganton Road corridor sometime in the future



Image Source: Southern Pines 2040 Comprehensive Plan , p. 109

# Pinedene: Southern Pines' Destination for Fragrance & Flavor



*"The pines thrust brilliant new green spray above the sober old green leaves, the last cones fell softly bouncing to the ground, slim white candle blossoms reached up to the sun; below, the dogwood opened in a silver mist, song-sparrows bustled and twittered in the thorns (Boyd, pg 42)."*

The gentle awakening of nature, so vividly depicted in *Drums*, seems a distant memory in a modern landscape dominated by asphalt and automobiles. Drawing inspiration from James Boyd's evocative descriptions, the Comprehensive Plan's framework, and historic site drawings, Focus Area C can be reborn as Pinedene, Southern Pines' fragrance and flavor destination.

The transformation of this area requires a drastic deviation from current development patterns. Larger mixed-use projects are encouraged and recognized as a critical part of the successful redevelopment of the site. Nevertheless strategic, cost-effective upgrades that focus on enhancing public space, connectivity, and the natural landscape can unlock the site's potential, unleashing both its social and economic vitality.



PINEDENE TODAY Image Source: The Town of Southern Pines



PINEDENE TOMORROW Image Source: Southern Pines 2040 Comprehensive Plan, p. 110-111

# Development Opportunities

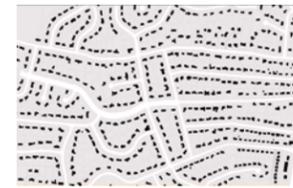
See Chapter 2 of 2040 Comprehensive Plan

In addition to the general description, the Comprehensive Plan provides various matrices to clarify suitable development types and design considerations for the Complete Community Character District. For more detail and definitions of building types consult pages 64-95 of the Comprehensive Plan.

## Block Size and Pattern Mix



Traditional Grid



Curvilinear Streets in Modified Grid

## Building Placement and Frontage Type Matrix

Development Priority

Greenfield Development

General Development Pattern

Mix of Uses

Prevailing Building Height

2 to 4 Stories

Typical Block Length

300 - 800 Feet

Transportation choices

Walk-Bike-Auto

Parking Provisions

Street-Public Lot/ Private Lot-Driveway

Setback or Build-To-Line

Build-To/Setback

Street Classification Category

Urban

## Non-Residential Building Types



Neighborhood Commercial



Neighborhood Commercial



Institutional: Church, School, etc.



Stacked Mixed-Use Building



Mixed-Use Buildings on Same Block

## Residential Building Types



Accessory Dwelling Unit



Single-Family Detached, Small Lot



Duplex, Side-by-Side Units



Duplex, Stacked Units



Triplex, Stacked Units



Quadplex, Stacked Units



Courtyard Cottages



Townhome (Row Homes)



Stacked Multi-Family



Live-Work Units

## Open Space and Natural Features



Natural Area



Trail or Greenway



Common Green



Athletic Field or Sport Court



Playground



Pocket Park



Community Garden



Public Square or Plaza

## Signage Considerations



Wall Sign



Building Murals



Blade Sign



Ground Sign



Entrance Sign



Free Speech Sign

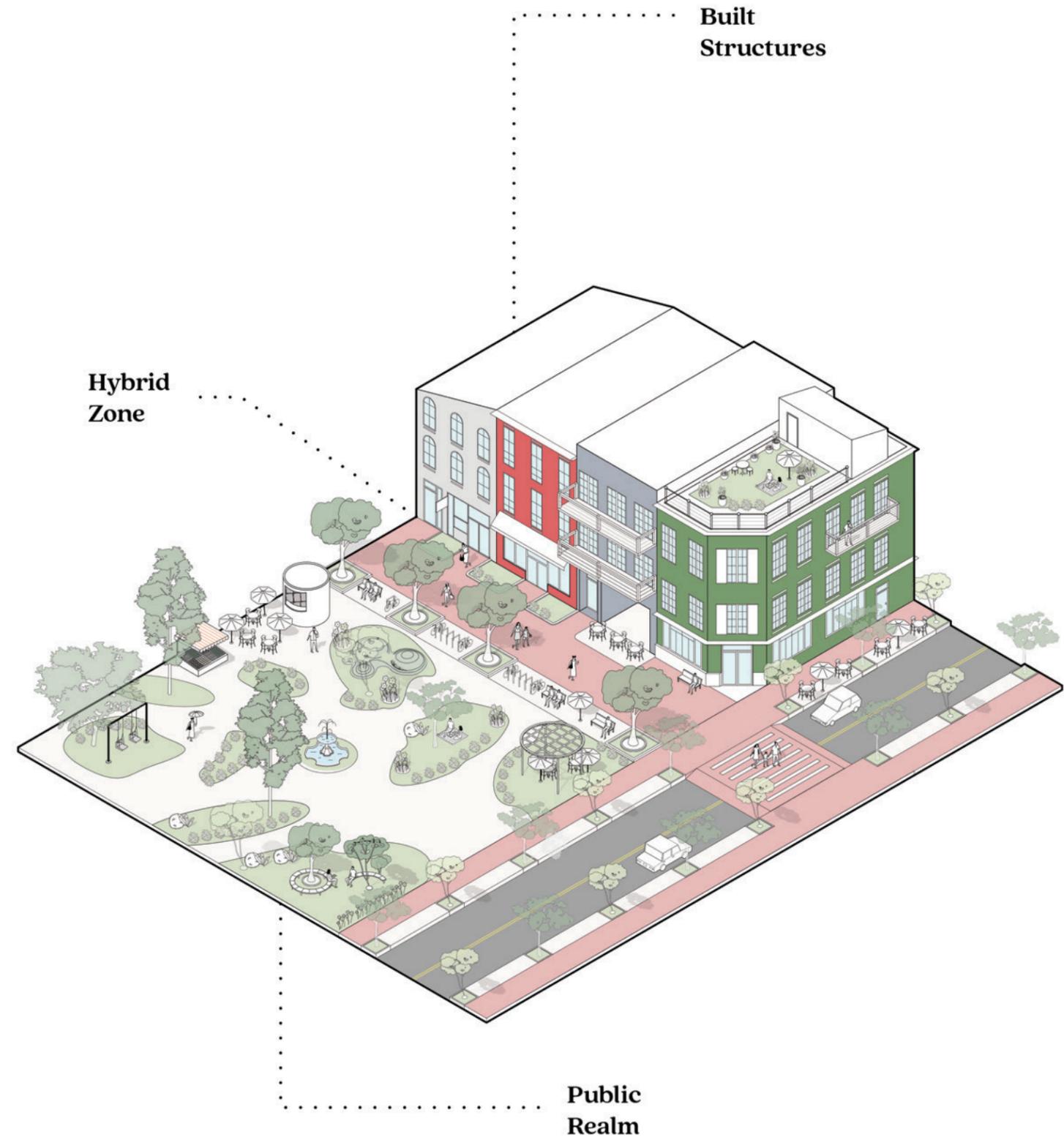
# Implementing the Vision

Implementing the vision for Pinedene requires commitment and collaboration between the public and private sector. More importantly, it requires an understanding by government officials, private property owners, developers and designers of what needs to be done for that vision to be realized.

The components of a city block can be deconstructed into three main parts – **built structures, hybrid zones, and the public realm.**

Built structures refer to permanent, enclosed structures that are extrusions of the site. These are typically private. The public realm is the exterior space between buildings where social life occurs. Overlapping both the built structures and public realm is the hybrid zone, where the facade of a building meets the ground.

Successful precedents and design considerations applicable to Pinedene are organized into these categories and detailed throughout the remainder of this section.



# Built Structures

Built structures refer to the permanent, enclosed structures that demarcate the boundaries of a street. These, notably, do not include quick-build or free standing structures such as canopies, playgrounds, or outdoor seating areas. In accordance with the Southern Pines 2040 comprehensive plan, built structures in the Pinedene district should contribute to a vibrant neighborhood culture through both a horizontal (different uses on the same block) and vertical (different uses in the same building) mixed use strategy. This cohesive mixed-use strategy will ensure a vibrant public life for the neighborhood that has use and occupancy throughout all times of the day, avoiding urban “dead zones” that can be uncomfortable or dangerous to navigate on foot.

Structures along mixed use streets should form a consistent and comfortable streetwall to create an enhanced destination and sense of place. To do so, abutting buildings should avoid artificial projections or recessions. Architectural elements, however, such as balconies, loggias, covered walkways, etc., are encouraged because of their architectural intent and desirable qualities (providing shade, shelter from rain, etc.)



Fidelity Bank



Sly Fox



Downtown Southern Pines



Broad St. Townhomes



## CASE STUDY: Downtown Southern Pines

### Key Takeaways:

1. High quality architectural materials, such as marble, stone, brick, etc., stimulate the streetscape and create inviting and dignifying environments
2. Gentle variations in building height and roof types create a cohesive visual language without adopting a “cookie cutter” appearance
3. Orienting buildings to the street with minimal setbacks enhances the character and walkability of the area. In scenarios when this is not possible, bridge the gap between street and building with thoughtful landscaping and other public amenities, and locate car parking in the rear.
4. An emphasis on both vertical and horizontal mixed use is the key foundation to creating vibrant neighborhoods

### Other Considerations:

1. Small investments like informal rooftop gardens or terraces can provide public, private, or semi-private outdoor space and an attractive amenity to residents
2. Introduce gentle density by allowing multiple detached buildings on the same lot (ADU’s, cottage courts, etc.)
3. Balconies can act as an important interface between the street and residence, providing residents a visual and audible connection to the street, as well as private outdoor space
4. Mixed-use buildings including permanent residences should not exceed five stories in order to maintain the human scale and connection to the streetscape

# Hybrid Zone

The hybrid zone refers to the ground floor, eye-level interaction which the intersection of the street and building offers back to the public. It plays a key role in reinforcing the human scale and identity of a place. Currently, hybrid zones in the Pinedene district are dominated by surface parking, blank facades, and a scale catered towards fast moving vehicle traffic than people (a direct result of the surrounding infrastructural conditions). Combined with a comprehensive implementation of a safe and convenient pedestrian and bike network, both new development and redevelopment in Pinedene must consider how the frontage of the building can positively serve the functions of the street as a whole as well as visitors.

For business owners and potential developers in the Pinedene area, it is essential to recognize that improving the hybrid zone is a viable business investment. Expert studies have continuously shown a positive correlation between streetscape quality and business performance, and the hybrid zone is the crucial element of the streetscape that can be used to attract the patronage of potential customers.



Transparent and diverse storefronts - Downtown Southern Pines



Outdoor Seating and Facade Decor- The Sly Fox



Public Art interfacing with the street - Bikram Yoga



Covered Porch - Red's Corner



## CASE STUDY: Grove Arcade - Asheville, NC

### Key Takeaways:

1. High quality architectural materials, such as marble, stone, brick, etc., stimulate the streetscape and create inviting and dignifying environments
2. Implement a transparent ground floor facade to help create a fluid transition between public and private realms
3. Use trees, awnings, umbrellas, and other shading techniques to provide shelter from natural elements
4. Potted plants and attention to landscaping create a welcoming experience for visitors and passersby
5. Outdoor seating breathes life into the streetscape and allows opportunities for chance encounters and socialization

### Other Considerations:

1. Human-scaled signage and branding not only attracts pedestrian attention, but also keeps the street "in-scale" and promotes spontaneous visitation
2. Walkways should be wide enough to simultaneously accommodate businesses "spilling out onto the sidewalk", designated areas for landscaping, and pedestrian passage

# Public Realm

The public realm plays host to all the life that occurs in between buildings, and serves as the mesh of connection between people and place. A successful public realm caters to the human scale and sensory experiences, and is open and inclusive to the social and recreational lives of all community members.

The public realm of Pinedene has yet to be written. Streets, commonly thought of as little more than a means to get between point A and B, can be designed as destinations within themselves. Think of a street you've visited where you felt comfortable talking with friends or sitting for a moment versus a street you've only interacted with from behind the windshield of a car. Chances are, this comfortable street provides places for public seating, natural

features such as landscaping and tree canopies, and a use of elevated materials such as bricks or pavers. Design elements like these make outdoor environments inviting for human activity, and leave a lasting positive effect on us.

Opportunities for larger gatherings, whether informal or formal, should be facilitated by public plazas and squares which offer a clear visual and circulatory connection to the streets. These squares should also be taken as an opportunity to integrate the natural environment into the public realm. A consistent tree canopy can provide shade and ensure year round comfort, natural plantings can introduce local biotopes, and water features can both creatively manage stormwater and provide an aesthetic and acoustic ambiance.



Red's Corner



Downtown Southern Pines Park

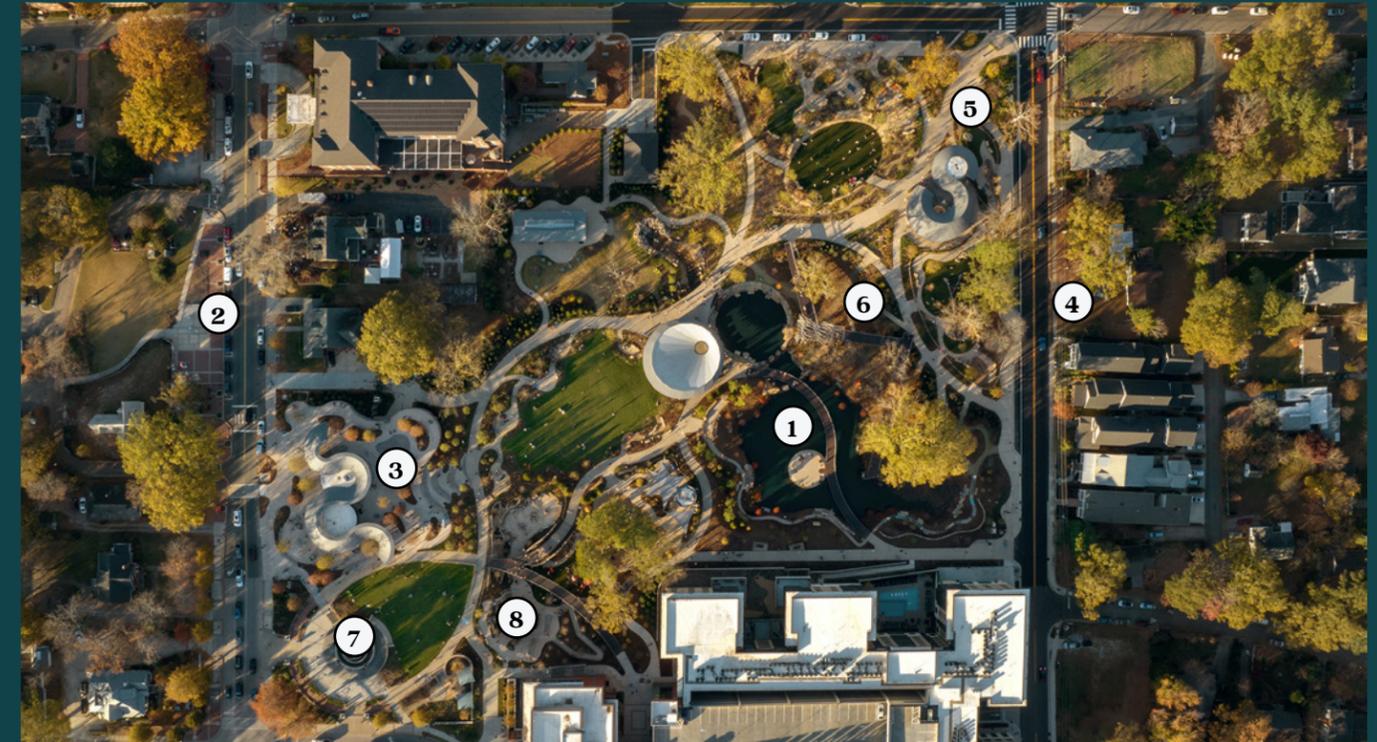


Downtown Southern Pines



Broad Street, Southern Pines

## CASE STUDY: Downtown Park - Cary, NC

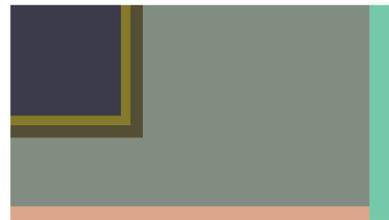
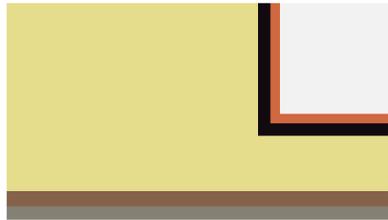


### Design Considerations:

1. Consider user comfort in tandem with climatic impact to ensure public spaces can be enjoyed year round. The use of permeable surfaces, tree canopies, vegetation, and wet surfaces can both provide shelter from harsh sunlight on warm days, and reduce the urban heat island effect.
2. The implementation of pedestrian-scale street lighting should be considered as an investment in both safety and streetscape quality.
3. Small retail or pop-up stores can be used to "anchor" public spaces, ensuring activities for all ages and family members
4. Provide comfortable public seating along streets and plazas as moments of rest for both those with mobility needs or for those wanting to enjoy public space without spending money. Public seating can also play an important role in supporting small businesses who can't invest in a space large enough to host an indoor dining room
5. Covered outdoor seating, whether it be under a canopy, trees, or a building overhang can provide a much needed refuge from the sun in warmer months, ensuring that public space can be comfortably used year-round
6. Landscape designs should favor native plantings over non-native options. Native plantings' disposition to the local climate means that less water, fertilizer, and maintenance are required while also providing habitats and support for local wildlife
7. Proximity of open unprogrammed to space to one with programmed uses can retain activation while still providing flexibility to host large community events
8. Play and recreational areas (such as playgrounds, play sculptures, water features, and fitness parks) should be well integrated into the public realm. Locating playgrounds near restaurants, for example, encourages an overlap of uses, boosts businesses, and promotes multi-generational interactions

# Ways to Further Support Neighborhood Character

## Color Schemes



While the use of a variety of high quality materials is encouraged, embracing the use of colors can help unite the district and strengthen the sense of place. Downtown Southern Pines accomplishes this very well.

## Landscaping



Longleaf Pines: <https://www.charlottemagazine.com/around-towns-southern-pines/>



Crested Iris: <https://www.ourstate.com/native-plants-in-north-carolina/>

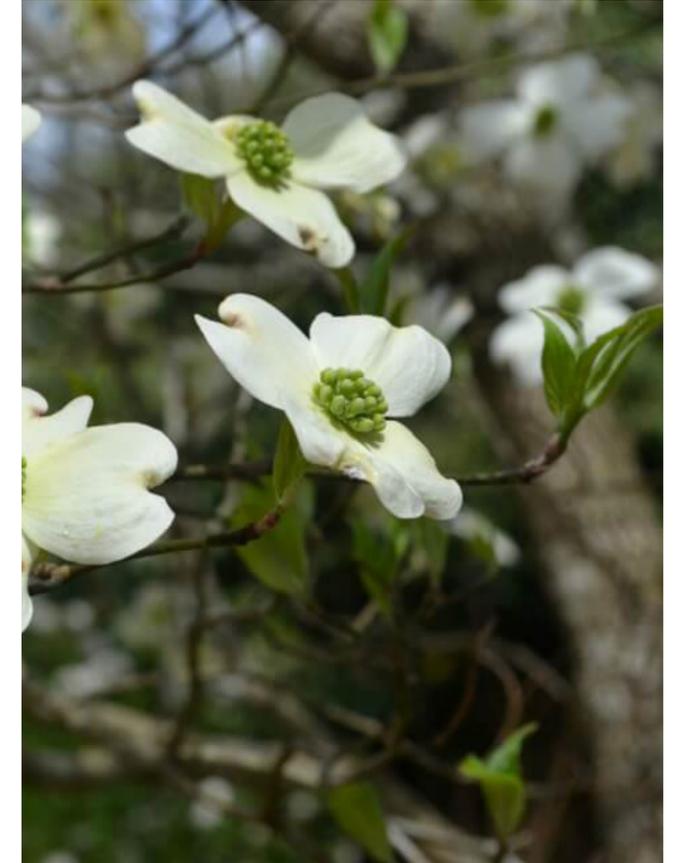


Image Source: Flowering dogwood, <https://fairviewgardencenter.com/plants/trees-shrubs/dogwood/>

Non-invasive plants should be chosen based on their aesthetic and environmental characteristics (air purification, water retention, wildlife habitat).

# Application Strategy

The following two catalyst zones illustrate how the design guidelines can be applied to 1) renovation and reuse projects and 2) redevelopment projects. These focus areas are chosen based on their potential to contribute to the establishment of a connected pedestrian network and proximity to both existing resources and the downtown.



# Catalyst zones

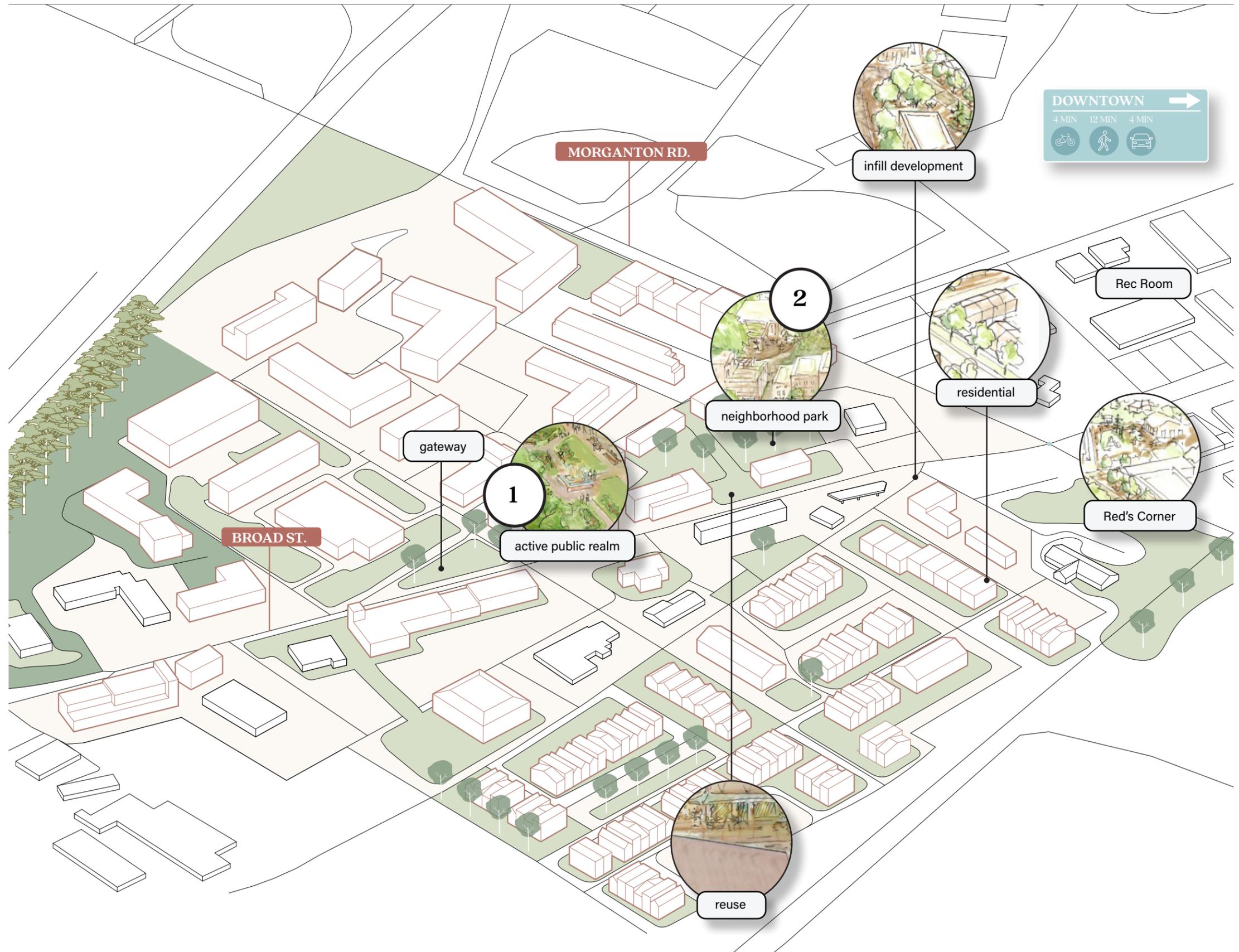
**Catalyst zone 1**, situated between 940 and 980 Old US Highway 1, presents a prime opportunity for transformation. This area is well-positioned for a renovation/re-use project with minimal modifications needed to existing structures, focusing instead on re-imagining the expansive parking lot as a vibrant public square.

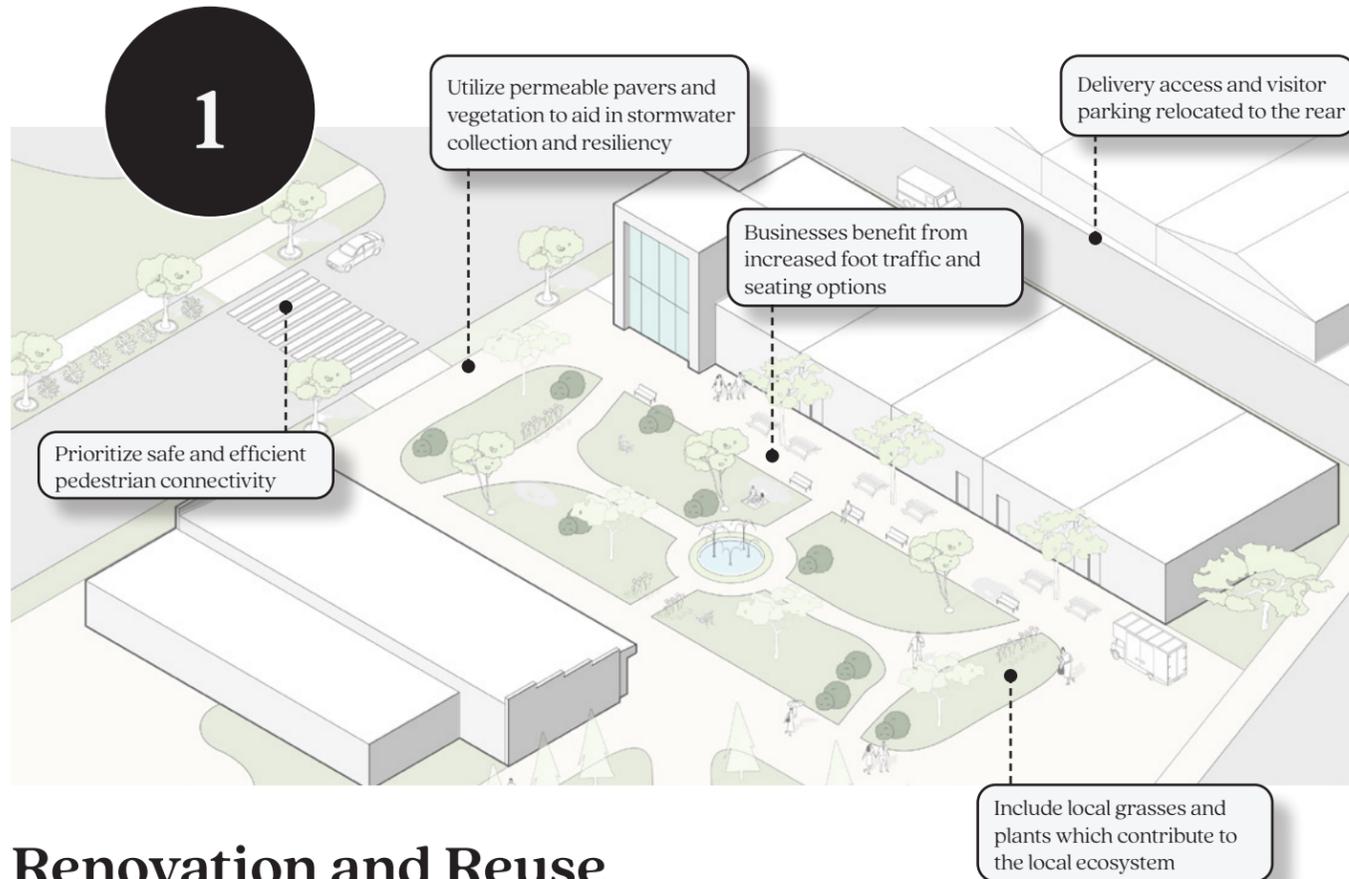
Currently, the large surface parking lot is one of many in that contributes to the spread-out development in Pinedene, making traversing the town on foot difficult and unpleasant. By converting this space into a dynamic public square, we can significantly enhance both the town's identity and the adjacent businesses' desirability.

Importantly, this transformation does not require a net loss of parking spaces. By re-locating parking to the rear side of the buildings, in junction with pursuing a strategy of shared municipal parking as outlined in the 2040 comprehensive plan, this design presents an improved experience for pedestrians, cyclists, and motorists alike.

**Catalyst zone 2** serves as a potential site for redevelopment. Currently hosting a drive-through bank and its large parking lot, this site could easily densify by adding new buildings with a mixed-use of ground floor retail and restaurants, with residential or workspaces above. This density would not only allow for greater housing options and neighborhood activities, but also a greater return on financial investment for the property owner.

Both cases are for **illustrative and inspirational purposes only**, and show only one possible way properties can be updated in accordance with the Southern Pines 2040 Comprehensive Plan.





PINEDENE TODAY Image Source: The Town of Southern Pines

## Renovation and Reuse

### Public Realm Improvements

- Sidewalks should be no less than 6', 8-10' desirable
- Placing street trees every 30-45' ft creates a comfortable shaded canopy for pedestrians
- Water fountains and other intentional focal points give the community meaningful gathering spaces
- Facade investments such as awnings and updated storefronts serve to both attract customers and improve the quality of the public realm
- Provide secure bicycle parking for those who choose to shop by bike

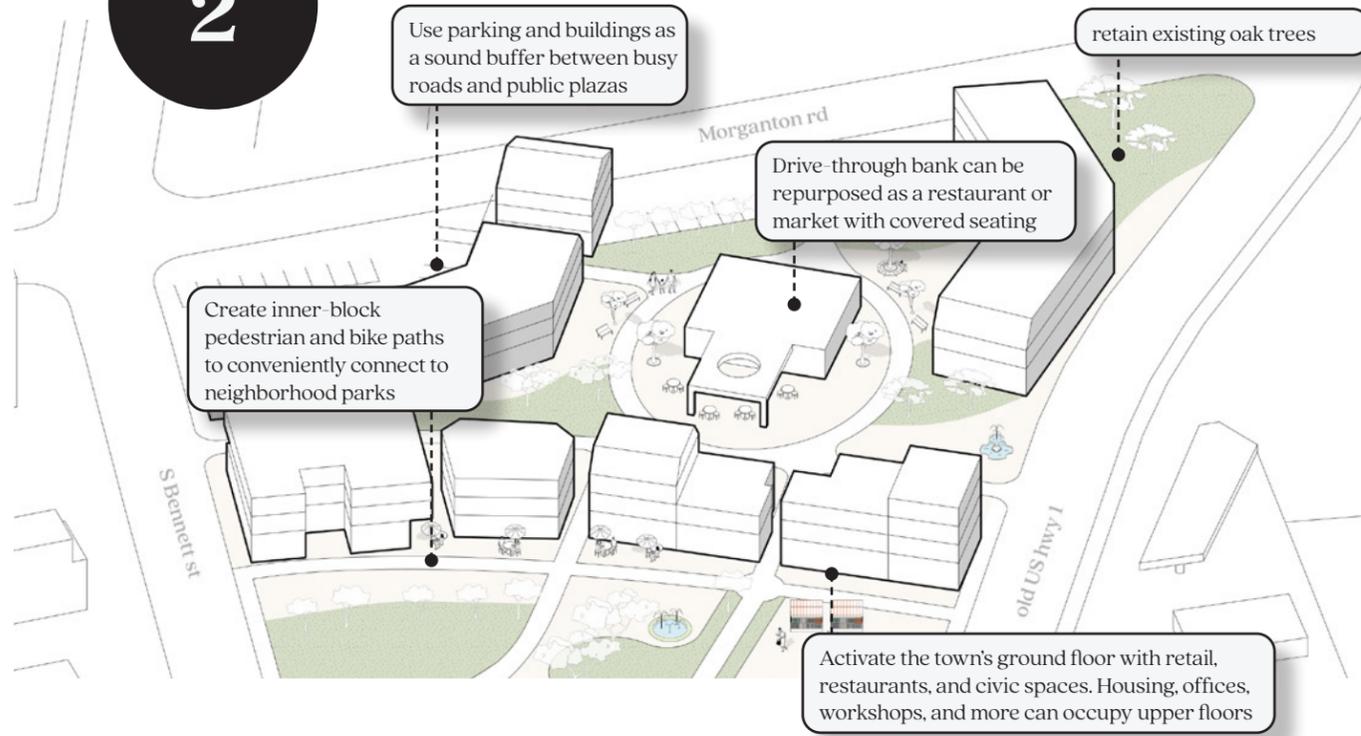
### Traffic Calming Measures

- sidewalks and crosswalks
- crosswalk daylighting
- protected bicycle infrastructure
- travel lane narrowing
- side friction



PINEDENE TOMORROW

2



PINEDENE TODAY Image Source: The Town of Southern Pines

## Redevelopment

### Public Realm Improvements

- Implement a mix of uses to create an active space with “eyes on the street” to ensure safety and comfort
- Public seating can ensure that spaces are accessible and enjoyable regardless of age or physical ability
- Building access should orient towards the inside of the block
- Create a balance between shaded green space and open recreation space
- Floor plans should be designed to be flexible and respond to a changing functions over time

### Traffic Calming Measures

- Inner block paths should be inaccessible by private car, but be wide enough to be accessed by vendor trucks or emergency vehicles as “guest users” of the space
- Protected bike lanes can be implemented to connect redevelopment areas to downtown southern pines



PINEDENE TOMORROW

